

## **Satisfaction of population by activity of cultural institutions: Experience of the republic of tatarstan**

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### **Abstract**

Conduction of marketing researches in sphere of culture is dictated by the branch's need of information on culture demands and preferences of population, social-economic characteristics of auditorium of these institutions, motives of their visiting or not visiting, degree of satisfaction by their activity. Today the majority of cultural organizations do not have specific information on social. demographic, economic and other signs characterizing the visitors of these institutions, on demands, preferences, remarks and requirements of population to sphere of culture, estimations of activity of theaters, museums, libraries, club and other leisure organizations. But, as the eventual target of functioning of culture and art objects and entities is the satisfaction and formation of diverse spiritual needs of people, cultural institutions have to possess a wide-scale information field on real participation of diverse social groups (segments) in cultural process. The presence of such information is one of the fundamental conditions of successful solving of economic difficulties emerged in formed contemporary market situation, connected both to perspective and with current planning of effective activity of culture's organizations. In this article the qualitative analysis of cultural institutions of the Republic of Tatarstan activity via subjective estimation of their customer's satisfaction degree is conducted. Materials of sociological research of cultural institutions services consumers (n=806), received by authors in November of 2014, allowed to detect major quantitativequalitative parameters of culture's institutions, and also to analyze the general issues in operation of these organizations in the republic. The publication is prepared in the framework of the research project No15-32-01353 supported by the Russian Foundation for Humanities.

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### **Keywords**

Consumers, Cultural institutions, Effectiveness, Evaluation researches, Marketing in sphere of culture, Social infrastructure